*Define the hypothesis and interview goal here. What do we want to achieve? What do I want to find out?*

**Sample of customer interview**

1. **What kind of experience you have had regarding this problem?** *(This is to give a chance to have either approval or disapproval that there is such a problem at all and it’s painful enough)*
2. **Is there anything else regarding this problem that comes to your mind? Any other maybe even more painful problems before/after that?** *(just to continue the discussion and dive deeper (5 WHYs)*
3. **How do you fix the problem now? What is your solution?** *(to find out how they solve the problem, if they are solving it at all and how their existing solution is different to what I do have on my mind. How ‘expensive’ is existing solution)*
4. **How did you get to existing solution?** (Did you figure it out yourslef, did you Google it? Did you ask your friends? Where were you looking for help? So next time I can be there.)
5. **What expenses/discomfort this problem creates?** *(In form of money and time/discomfort etc. To get the negative keywords and feeling of amount)*
6. **What would be the ideal solution to this problem?** *(Let them be unrealistic, brainstorm, be creative, no limits. Probably you will get some useful insights what should/could the solution look like in the future so you know the direction to go to.)*
7. **Does the pain look different in different situations? How? Why?** *(To find the very best / painful situation or the simplest to solve)*